

WHAT IS CLAIMED IS:

- 1        1.     An article for association with a motor vehicle, comprising:  
2                a base;  
3                a plurality of inserts received in the base, each insert having  
4     at least two characteristics;  
5                wherein the at least two characteristics of each insert causes  
6     the plurality of inserts to form a substantially unique article profile.
- 1        2.     The article of Claim 1, wherein one characteristic is a color.
- 1        3.     The article of Claim 2, wherein the color is associated with  
2     available colors from a manufacturer of the motor vehicle.
- 1        4.     The article of Claim 1, wherein each insert has a footprint  
2     that is different from the other inserts.
- 1        5.     The article of Claim 4, wherein the footprint is correlated to a  
2     portion of the motor vehicle.
- 1        6.     The article of Claim 1, wherein one characteristic is a surface  
2     profile.
- 1        7.     The article of Claim 6, wherein the surface profile is at least  
2     one of flat, concave, and convex.
- 1        8.     The article of Claim 1, wherein at least one insert is provided  
2     with indicia.
- 1        9.     The article of Claim 8, wherein the indicia is associated with  
2     a number of motor vehicles purchased.

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1           10. The article of Claim 1, wherein the base is configured to be  
2 attached to a support structure.

1           11. The article of Claim 10, wherein the base is configured to  
2 receive a fastening member.

1           12. The article of Claim 10, wherein the support structure is a  
2 vehicle grille.

1           13. The article of Claim 1, wherein one characteristic is material.

1           14. The article of Claim 1, wherein the article is a medallion.

1           15. A set of articles for association with motor vehicles, the set  
2 of articles comprising:

3                   a set of bases, each base being associated with each article;  
4                   sets of inserts, each set of inserts having a plurality of  
5 individual inserts, each insert having at least two characteristics, wherein  
6 a set of inserts is associated with each base and being received in the  
7 base;

8                   wherein the at least two characteristics of each insert of the  
9 set of inserts associated with each base forms an article profile;

10                  wherein each article profile is substantially unique.

1           16. The set of articles of Claim 15, wherein one characteristic of  
2 each insert of a set of inserts is a color.

1           17. The set of articles of Claim 15, wherein each insert of a set  
2 of inserts has a foot print that is different from the other inserts in the set  
3 of inserts.

1 18. The set of articles of Claim 17, wherein the foot print is  
2 correlated to a portion of the motor vehicle.

1 19. The set of articles of Claim 15, wherein one characteristic of  
2 each insert of a set of inserts is a surface profile.

1 20. The set of articles of Claim 19, wherein the surface profile is  
2 at least one of flat, concave, and convex.

1 21. The set of articles of Claim 15, wherein at least one insert of  
2 a set of inserts is provided with indicia.

1 22. The set of articles of Claim 21, wherein the indicia is  
2 associated with a number of motor vehicles purchased.

1 23. The set of articles of Claim 15, wherein each base is  
2 configured to be attached to a support structure.

1 24. The set of articles of Claim 23, wherein the support structure  
2 is a vehicle grille.

1 25. The set of articles of Claim 23, wherein the base further  
2 includes a slot.

1 26. The set of articles of Claim 15, wherein each article is a  
2 medallion.

1 27. The set of articles of Claim 15, wherein one characteristic of  
2 each insert of a set of inserts is a material.

1 28. An article prepared by a process comprising:  
2 generating an article profile;  
3 associating the article profile with selected information;

4 generating assembly instructions from the article profile.

1 29. The article prepared by the process of Claim 28, wherein the  
2 article profile comprises surface profile characteristics for a set of inserts,  
3 wherein the set of inserts are associated with the article.

1 30. The article prepared by the process of Claim 29, wherein the  
2 surface profile characteristics include at least one of flat, concave, and  
3 convex.

1 31. The article prepared by the process of Claim 28, wherein the  
2 article profile comprises color characteristics for a set of inserts, wherein  
3 the set of inserts are associated with the article.

1 32. The article prepared by the process of Claim 31, wherein the  
2 article profile includes surface profile characteristics for the set of inserts.

1 33. The article prepared by the process of Claim 32, wherein the  
2 surface profile characteristics include flat, concave, and convex.

1 34. The article prepared by the process of Claim 28, wherein the  
2 article profile comprises material characteristics for a set of inserts,  
3 wherein the set of inserts are associated with the article.

1 35. A process of manufacturing an article for association with a  
2 customer profile, the process comprising:  
3 generating an article profile;  
4 associating the article profile with selected information;  
5 generating assembly instructions for the article from the  
6 article profile.

1 36. The method of Claim 35, further comprising assembling the  
2 article in accordance with the assembly instructions.

1 37. The method of Claim 35, further comprising delivering the  
2 article.

1 38. The method of Claim 35, wherein the selected information is  
2 consumer information profile.

1 39. The method of Claim 38, wherein the consumer information  
2 profile further comprises at least one of sales information, purchaser  
3 name, purchaser address, number of vehicles purchased, vehicle  
4 identification number (VIN), date of purchase, and model purchased.

1 40. The method of Claim 35, wherein the article profile is  
2 substantially unique with respect to other article profiles.

1 41. The method of Claim 40, wherein the article profile includes  
2 information relating to a set of inserts associated with the article.

1 42. The method of Claim 41, wherein the information relating to  
2 a set of inserts associated with the article further comprises at least one  
3 of insert shape, insert surface profile, insert color, insert surface finish,  
4 and insert material.

1 43. The method of Claim 35, wherein the article profile includes  
2 information relating to a set of inserts associated with the article.

1 44. The method of Claim 43, wherein the information relating to  
2 a set of inserts associated with the article further comprises at least one  
3 of insert shape, insert surface profile, insert color, insert surface finish,  
4 and insert material.

1 45. The method of Claim 35, wherein the selected information is  
2 a serial number list.

1        46. A method of recognizing customer loyalty, the method  
2 comprising:  
3            receiving a customer profile;  
4            generating a substantially unique article profile;  
5            associating the substantially unique article profile with the  
6 customer profile.

1        47. The method of Claim 46, further comprising assembling an  
2 article in accordance with the substantially unique article profile.

1        48. The method of Claim 46, further comprising generating a  
2 serial number list for association with a set of substantially unique article  
3 profiles, and associating the customer profile with the serial number list.

1        49. The method of Claim 46, further comprising generating a set  
2 of substantially unique article profiles.

1        50. The method of Claim 49, further comprising generating a  
2 serial number list.

1        51. The method of Claim 50, further comprising associating the  
2 set of substantially unique article profiles with the serial number list.

1        52. The method of Claim 51, further comprising associating the  
2 customer profile with a selected serial number from the serial number list.

1        53. The method of Claim 52, wherein the customer profile  
2 further comprises at least one of sales information, purchaser name,  
3 purchaser address, number of vehicles purchased, vehicle identification  
4 number (VIN), date of purchase, and model purchased.

1 54. The method of Claim 51, wherein the information relating to  
2 a set of inserts associated with the article further comprises at least one  
3 of insert shape, insert surface profile, insert color, insert surface finish,  
4 and insert material.

1 55. The method of Claim 51, further comprising associating the  
2 customer profile with a selected serial number from the serial number list.